

DATE: 22/11/2023

OBJECTIVE:

This research aims to examine how effective and relevant Christmas commercials from two well-known companies are, Coca-Cola and M&S. We'll show these ads and explore if big investments in nationwide TV productions boost brand influence and purchase decisions. We'll focus on consumer perceptions, evaluating enjoyment, persuasive elements, brand awareness, perceived effects, and authenticity. The goal is to gain nuanced insights into how these commercials impact brand perception and consumer behavior.

BURNING QUESTION:

To what extent did the Christmas commercial influence your perception of the brand?

AUDIENCE:

Location: United Kingdom

Category: Shopping and Retail

Age: 16 to 27 & 28 to 75

Custom Screening: Answered "Yes, I plan to purchase some gifts." to

"Do you plan to purchase gifts for Christmas this year?"

AI SUMMARY FROM COMPARISON AND INTEGRATION OF GEN Z AND OLDER CONSUMERS':

Common Insights:

Emotional Connection and Nostalgia:

Both Gen Z and older consumers experienced strong emotions of happiness, excitement, and nostalgia when exposed to Christmas commercials from Coca-Cola and Marks & Spencer.

The emotional impact was particularly significant for Coca-Cola, with respondents associating it with the start of the festive season and expressing a feeling that "it feels like Christmas."

Brand Perception and Influence:

The commercials influenced perceptions of the brands, impacting consumers' intent to purchase.

Coca-Cola's inclusivity and creativity were praised, enhancing positive perceptions and motivating some to consider purchasing Coca-Cola products.

Marks & Spencer's commercial effectively showcased the brand's Christmas food offerings, prompting a desire among respondents to visit or buy from Marks & Spencer.

Memorable Elements and Engagement:

Memorable elements, such as Santa Claus in Coca-Cola's commercial and animated figures in Marks & Spencer's, contributed to brand recall and engagement.

Respondents recalled specific elements, like different Santas in Coca-Cola's commercial and talking stockings in Marks & Spencer's, which increased brand recall and engagement.

Target Audience and Appeal:

Both reports indicate that the commercials successfully targeted a broad audience, including families and individuals of all ages. Coca-Cola's commercial was seen as having a wider appeal compared to Marks & Spencer, which some respondents perceived as more family-oriented.

Key Gen-Z / Older Generational Differences:

Brand Perception:

Gen Z respondents generally preferred Coca-Cola's commercial over Marks & Spencer's, citing wider appeal and stronger emotional impact, and that Marks & Spencer's ad could be improved with the inclusion of real people or more memorable music. Some felt the Marks & Spencer ad was more targeted towards children and didn't resonate as strongly. Conversely, older consumers appreciated Marks & Spencer's commercial for its quality, magical atmosphere, and focus on family. Marks & Spencer's emphasis on quality and food effectively enticed older consumers to be more likely to visit M&S stores and explore their food offerings.

Emotional Reaction:

While both groups reported positive reactions to the ads, Gen-Z respondents were more likely to feel excitement and anticipation, while the classic imagery in the Coca-Cola ad and the childhood fantasy style theme of the M&S ad evoked more feelings of happy nostalgia. Both created positive emotions, but while Gen-Z found these in anticipation and looking forward, older generations found it in looking back, in happy nostalgia.

Purchase Intent & Influence:

Both Coca-Cola and Marks & Spencer's commercials significantly influenced perceptions among older generations, and were more effective at triggering direct purchase intent than for Gen-Z. The commercials reinforced existing brand perceptions, such as Coca-Cola being a trusted brand and Marks & Spencer associated with quality and luxury. For Gen-Z, the Coca-Cola commercial influenced perceptions positively, with some expressing an intent to purchase Coca-Cola products. Marks & Spencer's commercial also had a positive impact, generating interest in visiting or buying from the brand, but to a lesser degree than Older generations.

Overall Implications:

Both age groups perceived the commercials as successful in influencing brand perception and evoking emotions related to Christmas.

While Gen Z emphasized the wider appeal of Coca-Cola, the older demographic expressed a more positive sentiment towards Marks & Spencer (M&S) compared to Gen-Z. The older consumers found M&S more relatable, emphasizing appreciation for the quality of the food offerings.

The emotional connection and nostalgia created by these commercials contribute significantly to consumers' perceptions and purchasing decisions, highlighting the effectiveness of Christmas advertising across different age groups. The older demographic demonstrated a more substantial influence compared to Gen-Z, indicating a stronger direct impact from the commercials on their likelihood to purchase and overall brand positivity.

GEN Z CONSUMERS

HUMAN KEY QUOTES:

- "Mainly happiness, nostalgia and festive. Felt stronger emotions with the coca cola one because I could relate to it more." - Age 22, female
- "I love anything Christmas and how playful this advert was I dislike it's aimed at kids when m&s is not a very children friendly shop." - Age 22, female
- "I have more emotions towards the Coca Cola advert as it gives me a warm feeling when watching and has been a Christmas oriented ad for years now it just makes me feel in the spirit then m&s ad isn't bad I did enjoy it but it seemed more playful for children not adults." - Age 22, female
- "I like the festive spirit of it however I think they should go with a different theme next time." - Age 24, male
- "They invoke excitement and happiness about the whole Xmas spirit this is because it's my favourite time of year." - Age 24, male
- "Anyone can be Santa so that everyone can be generous and produce Christmas festivities and bring the Christmas spirit." - Age 19, female
- "I dislike the brand itself but I love the setting it feels very seasonal and wants me to shop for Christmas and then snuggle up at home." - Age 19, female
- "Coca Cola as it was more family based as kid will enjoy too." - Age 24, male
- "Seeing Santa and family smiling reminds you of being with family and the fun at Christmas." - Age 24, male
- "I already do however it motivates me to buy more products from the business due to the creativity of there adverts." - Age 21, female
- "I like that it's about being together with family, helping out those around you, that it's a different type of advert from Coca Coca." - Age 21, female
- "i would say m&s had it align more with the brand but coca cola has an iconic brand." - Age 19, male
- "i like that it has santa in it and shows a good message saying that anyone could be anything they want to be." - Age 19, male
- "I think M&S align is better for the commercial, because M&S produces high-quality, food drinks and clothes during all the seasons." - Age 24, Female
- "My emotions are stronger for the Coca-Cola advertisement, because every Santa is helping another Santa in this world, you should only care for other people when needed." - Age 24, Female
- "Definitely I enjoy the Coca Cola Christmas adverts and their Christmas marketing definitely makes me think more of coke when shopping." - Age 23, male
- "The Coca Cola advert just felt new and as of there had been thought out into it to make it different and stand out. The marks and Spencer's advert doesn't really stand out and wouldn't normally catch my attention." - Age 23, male
- "Yes it made me want to buy coke because if this add ima go shop and buy after this survey and tell everyone about it." - Age 20, male
- "I love the coke ad because it was so much about Christmas and made me feel happy and cheerful the M&S one was great and made me want to buy from them." - Age 20, male

OLDER CONSUMERS

HUMAN KEY QUOTES:

- "Definitely feel more motivated to purchase coca cola products this Christmas." - Age 35, male
- "The Coca Cola commercial is a spectacle, but the M&S commercial was closer to home." - Age 35, male
- "It would have be the cocacola one because for me it feels more christmassy." - Age 43, female
- "Both invoke emotions...the animated one makes me smile and the cocacola one makes me happy." - Age 43, female
- "I always have a high perception of coca cola so has to be a 10 again and that is because its an iconic brand and people notice things about it." - Age 40, female
- "I always buy coca cola but now after watching that advert when I'm out Christmas shopping no matter how stressed I am that someone else is in the same situation and just be kind." - Age 40, female
- "It is more memorable and is about doing good deeds for others and that everyone is Santa claims to their own family." - Age 28, male
- "Coca Cola ad evokes stronger emotions of happiness excitement and kindness as it is a more relatable ad the M&S ad is only focused on food." - Age 28, male
- "Nothing to dislike, I loved the character with the voice of Ryan Reynolds, made me smile!" - Age 44, female
- "I always drink coca cola all year round, but this advert makes me want to share and enjoy the good times." - Age 44, female
- "They make me excited and happy these are the emotions I feel." - Age 34, Female
- "It positively influenced my view of Marks and Spencers due to the style of the commercial." - Age 34, Female
- "M&S does quality Christmas food that taste special for the special time of year." - Age 32, male
- "It's always memorable and I'm always anticipating the new commercial. It's always the start of Christmas." - Age 32, male
- "Santa and Coke always go well together and makes me think of Christmas." - Age 56, female
- "The message that you can do what you want at Christmas on your own terms and don't have to stick to traditions." - Age 56, female
- "The coca-cola one. The advert with Santa and the bells and the music! Gets me excited every year." - Age 29, male
- "Honestly for me the coca-cola advert is the best of the two for me! I've always enjoyed it since being a child." - Age 29, male
- "The mns ad it better its more about Christmas and it has had more work and time put to it." - Age 28, male
- "The second one because its alot more Christmas type of add to watch and its better than the other ad." - Age 28, male
- "Definitely Coca-Cola as it felt more special and more memorable. It targeted a wider audience and not just children." - Age 29, female
- "I think m&s is aimed at a more mature audience, I.e, those that are actually organising the food, but the coca cola advert is aimed at all ages"- Age 44, female

STIMULUS:



Video 1 Coca-Cola



Video 2 M&S